

## Job description

<b>Job title</b>	Major Giving Manager
<b>Contract</b>	Permanent
<b>Hours</b>	Up to 37.5 hours per week. Flexibility possible.
<b>Salary</b>	£40-£45k pro rata depending on experience
<b>Service setting</b>	Across Jami localities and home based. Some travel needed.

### Organisation

Jami is a mental health charity that enriches and saves lives impacted by mental illness and distress in the Jewish community.

Since the start of the pandemic, demand for our services has grown exponentially. In 2021 we undertook a thorough review of the needs of the community, to develop a new strategy that will secure the Jewish community's mental health provision. The new strategy sets out a huge agenda for change in scale and provision, which will be developed over the next five years while we continue to run our diverse set of highly professional mental health services:

- Advice and advocacy
- Treatment and support
- Education and campaigning

Jami currently supports over 1,400 individuals, delivering almost 50,000 separate service interactions each year, and reaches thousands more people through education, seminars, work in schools and other organisations. Through our social enterprise community café, Head Room, we raise mental health awareness while delivering mental health support on the high street.

### Job purpose

To help deliver an effective and systematic High Value donor programme for Jami, building on existing relationships with supporters and identifying and developing new prospect major donors. The role will require the post holder to contribute to the development of the major donor fundraising strategy and generate income from high value donors. The post holder is responsible for initiating, building and sustaining productive fundraising relationships with a range of new and existing major donor

prospects, producing and managing detailed cultivation and stewardship plans, overseeing budget and proactively managing individual relationships.

### **Key Tasks**

- To work with the Head of Fundraising to develop the Major Donor Strategy and deliver against income targets.
- To oversee the development of individual high value donor relationships, and to personally manage a portfolio of prospects and donors.
- To ensure the delivery of the highest standards of support, service and stewardship to high value and major donors, ensuring compliance with donor monitoring and reporting requirements.
- To be accountable for the analysis and evaluation of performance information, income & expenditure, monitoring and reporting against objectives, outcomes and KPIs for internal and external audiences.
- Work with Fundraising and Marketing team colleagues to lead on the identification and research of potential new major donors to produce a pipeline of prospects and income opportunities. to ensure aware of wider campaign and communication plans.
- To keep up to date with best practice in fundraising and comply with relevant legislation and regulation ensuring that good practice is observed.
- To develop and maintain detailed knowledge and information on Jami services, projects and priority areas in order to keep Major Donors updated on our work.

### **Key relationships**

- Collaborate with the rest of the Fundraising and Marketing team
- Engage with colleagues in the service teams and service users to develop good understanding of programmes, needs and outcomes.
- Attend meetings with major donors and prospects to build relationships

### **Responsibilities**

- Manage the major donor fundraising income and expenditure budget, ensuring the achievement of the financial plans, taking action as appropriate.
- Work with the Head of Fundraising, Director of Fundraising and Marketing and appropriate trustees to develop the Major Donor strategy and create compelling, relevant and tailored funding proposals to prospective and existing major donor supporters.
- Utilise the functionality of our Raisers Edge CRM and implement processes to support the identification of appropriate actions in order to drive growth of major donor income across the charity. Use existing data to conduct prospecting research utilising third party sources in line with privacy policy.
- Relationship Management, Stewardship and engagement to ensure that all major donor prospects have a relationship with Jami. With the support of the Head of Fundraising and Director of Fundraising and Marketing, make full use

of trustees, Chair and Chief Executive setting up meetings with donors as appropriate.

- To prepare bespoke cultivation plans for each major donor and to liaise with colleagues across the organisation as appropriate to manage the delivery of the plan ensuring necessary information is captured in Apricot in order to communicate outcomes successfully and all interactions with Major Donors and prospects are then recorded accurately on Raisers Edge.
- To employ a variety of personal engagement and communications mechanisms to ensure that prospects and supporters become, and remain, fully engaged with our cause e.g. manage donor and prospect project visits and other cultivation events such as ‘round tables’, sending out impact reports.
- To recognise the value of key influencers and ‘door opener’ relationships to Jami and ensure these relationships are managed accordingly as major supporters with consistent engagement, stewardship and support (financial and non-financial).
- Work closely with the Events Manager and Community Fundraiser to maximise major donor contacts and leverage and manage major donor participation in the events programme. Drive commitment from major donors to host guests at key events (Annual Fundraising event, Business Breakfast etc) and demonstrate leadership in communicating giving levels.
- Liaise with the Marketing and Communications Team to ensure marketing and PR support for high value and major donor programmes.
- Work alongside the Trusts and Major Gifts team to engage Service team colleagues in order to identify suitable projects within Jami to build cases for support and for new and existing donors, creating tailored materials and reports to evidence need and impact.
- Understand the context of Major Giving within the wider organisational strategy and work alongside colleague to develop and deliver the Major Donor fundraising strategy elements of the operational plan.
- Maintain own personal development and keep up to date with current knowledge in the sector through participating in peer learning, forums, conferences and meetings as appropriate.
- Carry out any other reasonable duties as requested

## Training and Qualifications

Essential	Desirable
<ul style="list-style-type: none"> <li>• Degree or equivalent vocational experience</li> </ul>	<ul style="list-style-type: none"> <li>• Professional fundraising qualification</li> </ul>

## Knowledge and Experience

Essential	Desirable
<ul style="list-style-type: none"> <li>• Advanced relationship management skills.</li> <li>• Able to articulate ideas, concepts and needs and to clearly set up the case for support.</li> <li>• Good level of computer literacy; knowledge of Microsoft Office, including Teams.</li> <li>• A good understanding of the Major Donor fundraising market and trends.</li> <li>• Knowledge of Raisers Edge or similar CRM database.</li> <li>• Proven track record of personally securing five figure and above gifts.</li> <li>• Demonstrable experience of recruiting new donors.</li> <li>• Experience of developing and delivering exceptional donor stewardship programmes.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience and knowledge of the UK Jewish community.</li> <li>• Ability to conduct research, gather, analyse and interpret data.</li> <li>• An understanding of the needs and difficulties of people who experience mental health problems.</li> <li>• Familiar with Fundraising Regulator Codes of Practice.</li> </ul>

## Communication Skills

Essential	Desirable
<ul style="list-style-type: none"> <li>• Demonstrable and highly developed interpersonal and communication skills both written and verbal.</li> <li>• Excellent networking and influencing skills at the highest level</li> <li>• Excellent organisation, prioritisation and time management skills with the ability to deliver to a deadline under pressure within a context of competing demands</li> <li>• Experience of producing written reports and proposals, delivering</li> </ul>	<ul style="list-style-type: none"> <li>• Formal presentation skills</li> </ul>

<p>quantitative and qualitative information in both formal and informal styles</p> <ul style="list-style-type: none"> <li>• Ability to apply a broad range of communication skills to influence, motivate and persuade a wide range of people to donate.</li> </ul>	
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### Flexibility

To deliver services effectively, a degree of flexibility is needed, and all post-holders may be required to perform work not specifically referred to above. Such duties will fall within the general scope of the job description. The job description will therefore be subject to periodic review with the post holder to ensure it accurately reflects the duties of the job.

### Disclosure of criminal background

All employees are checked with the Disclosure Barring Service

If it is a requirement of the post that an enhanced check is undertaken, successful applicants will be asked to complete and sign a Disclosure Form giving permission for the screening to take place.

Having a criminal record will not necessarily bar you from working with Jami. This will depend on the nature of the position and the circumstances and background of offences.

Please note applicants refusing to sign the form will not be progressed further.

### Equality and diversity

Jami are proud to be an equal opportunity workplace. We recognise and promote, the positive value of diversity, equality and challenge discrimination. We welcome and encourage job applications from people of all backgrounds.

### Confidentiality

All information relating to service users, volunteers and staff gained through your employment with Jami is confidential. Any disclosure to any unauthorized person is a serious disciplinary offence.

For further details or an informal conversation please contact **Liz Jessel** by email [liz.jessel@jamiuk.org](mailto:liz.jessel@jamiuk.org).

To apply for the role, please send your CV and covering letter to [recruitment@jamiuk.org](mailto:recruitment@jamiuk.org). Closing date for applications **12 May 2022**.